

# The Macdonald FARM Journal



Vol. 21, No. 5

May, 1960



TWO FOR TEA



# Editorial

## Macdonald Farm Journal Wins Fame Abroad

**F**OR the second time in two months, this journal has been singled out for unusual honors. Last issue we mentioned the fact that we had been given a Certificate of Merit by the Thor Agricultural Research Foundation of the U.S. This month we were surprised to find that our editorial of last June has been reprinted by "World Agriculture" which is the official publication of the International Federation of Agricultural Producers and which is probably the most widely read agricultural publication in the world. As a matter of fact this publication represents farm federations in 28 countries and

is printed in both English and French. The English edition is published in Washington, D.C.

Needless to say, we who work with this journal feel highly honored to find that an article from our pages has found its way around the world and that it has attracted such favorable comment. We feel also that any editorial which can arouse such universal interest is worth a second look and we are thus taking the liberty of reprinting it as our editorial for May of 1960. It ran as the lead article in the April issue of "World Agriculture."

## Do We Need Two Farm Policies?

By PROF. DAVID MacFARLANE

**O**VER the past years this column has discussed the policy problems which face the commercial segment of our agriculture. It has also given attention to the non-commercial part of our agriculture—to small farms, to subsistence farms and to part-time farms. But the line between these two agricultural communities has never been clearly drawn. This has resulted in some lack of clarity about agricultural policy, a difficulty which is evident in most writings on the subject. The difficulty may be illustrated in terms of the observations that price supports and research and technological advances make little or no contribution to the large number of farm people who are on our small part-time or subsistence farms. It is illustrated further in terms of the fact that most of our publicly supported credit schemes place severe limitations on the aggregate amount of credit made available to farmers. This would suggest that it is the policy of government to maintain small rather than large farms.

For all these reasons, and the illustrations could be multiplied, it is appropriate that farmers think through the implications of each farm programme so far as it bears on our large commercial farms on the one hand and our small farms on the other hand. In considering this problem we must ask ourselves what policy do we want for each of these segments of our agriculture, or do we really want simultaneously to attempt to support both segments. Certainly in the tough kind of competition that comes from other countries we cannot avoid giving our agriculture every encouragement to be efficient. If this means a smaller number of large highly capitalized farms than we have, we must be prepared to face that too. Our commercial market is and will essentially be supplied by commercial farms and every encouragement must be given to see that this is done efficiently. In this sense we require an aggressive policy for a commercial agriculture. When it is shown, as is very frequently done, that returns in agriculture are at a very low level, this means that the returns of the commercial farms and of the noncommercial farms are averaged together. We should now think in terms of grouping statistical data about farm incomes in terms of the com-

mercial farms and of the non-commercial farms separately. It might, for instance, be found that on our commercial farms, the financial returns are not really unsatisfactory. But we should prove whether or not this is true. It may well be that these commercial farms could get along without price supports. In fact they might be better off without them. Should they not be allowed and encouraged to realize the greatest possible efficiency on their own?

On the other hand, we must have more information about the nature of our small farm problem. Certainly in this segment of our agriculture, financial returns are intolerably low. It is true that these farms are becoming less numerous as their operators leave to go into non-farm work and as these units are consolidated with larger farms. These changes appear to be in the national interest, and if so no policy should stand in the way of this gradual reduction in the number of small farms.

But, this negative or neutral level of policy is perhaps not enough. Should we not be thinking of positive means for improving the position of these farmers? One positive step would be to undertake research which would show that over much of the country, where small farms are important, the quality of land, other resources, and market opportunities are so poor that it would be impossible to sustain even a fraction of the present number of farmers at anything like an acceptable standard of living. An appropriate policy would be to effect substantial improvements in education and in other public facilities in these areas without at the same time adding to the financial burden of the farm families. This would call for further extension of equalization of the cost of public services. We should also recognize the importance of family allowances, old age pensions, and other social security payments in the lives of these families. Over the years these income transfers should be expanded. These are policies for the non-commercial segment of our farm industry.

One might ask how one divides a farm from a non-commercial unit. This in itself is a difficult task, but

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## REVISED ADVERTISING RATES FOR THE MACDONALD FARM JOURNAL

Effective May 1, 1959

Published by Macdonald College, Que.  
Issued monthly, 15th. Closing date  
5th. One year for \$1.00.

General Advertising Rates: (Ag.  
Comm. — 15%; c.d. 2%)

Per agate line (14 lines to the inch)

Casual ..... 26¢

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3,000 lines (per year) ..... 24¢

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### Mechanical Requirements:

Type page: 6<sup>7</sup>/<sub>8</sub> ins. wide x 10 ins.  
deep

Trim size: 8<sup>1</sup>/<sub>4</sub> ins. wide x 11 ins.  
deep

Column width: 2<sup>1</sup>/<sub>4</sub> ins. (13 picas)

Number of columns — 3

Halftone screen: 110-120.

Editor: H. Gordon Green, Ormstown,  
Que.

Advertising Mgr.: L. G. Young, Mac-  
donald College, Que.

*The Macdonald Farm Journal is a monthly publication of  
Macdonald College, McGill University.*

*Address all communications about editorial matter to the  
Editor, H. Gordon Green, Ormstown, Quebec.*

*Advertisers, contact Les Young, Macdonald College, Que.*

*Authorized as second class mail,  
Post Office Department, Ottawa.*

## ORMSTOWN EXHIBITION JUNE 8-9-10-11

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# Successful Replacement Feeding for Calves

**Summarizing an  
Experiment at  
the College on  
early weaning of  
calves without milk.**

**BY M. A. MACDONALD**

*Associate Professor of Animal  
Physiology*



Puss looks a bit miffed at this display of preferential treatment. Moreover, it isn't even milk in the pails!

ANY management method that reduces the labor or feed costs of rearing replacement heifers and veal calves is of interest to dairy-men. In raising calves by traditional methods, whole milk is the most expensive ingredient in the ration. Methods for raising dairy calves successfully without feeding large amounts of whole milk have been sought by scientists and farmers for many years. However, until recently the use of most formulations led to poor rates of gain and feed efficiency, digestive disorders including scours, vitamin deficiencies and insufficient fleshing to grade well on the veal market. Three fairly recent developments have encouraged renewed interest in milk replacers. These are:

1. Antibiotics
2. Stabilized vitamin supplements
3. Increased availability of dried by-products of the dairy industry.

The availability of these dietary ingredients enabled Dr. J. M. Bell of the University of Saskatchewan, to feed Holstein-Friesian calves various milk substitutes in place of whole milk beginning on the third day after birth. No whole or fresh dairy by-products such as skim milk was fed to calves after receiving colostrum (first milk) during the first two days of life. The value of colostrum which contains units responsible for passive immunity to many diseases needs no elaboration in this article. Dr. Bell's rations permitted calves to grow sufficiently quickly to equal or exceed the Beltsville Standard of development for Hosten-Friesian calves.

Interest in the possible use of a milk replacer for profitable veal production as well as for replacement heifers led to experimentation by the Animal Husbandry Department of this College. The experiment was generously financed by the Quaker Oats Company of

Canada. The calves used were produced in the Macdonald College Ayrshire and Holstein-Friesian dairy herds during the summer, autumn and winter of 1959-60. Each calf was left with its dam or fed colostrum from its dam for approximately 48 hours. Following this they were housed in individual pens with an area of approximately 25 square feet. Straw was used as bedding and the calves had free access to fresh water, hay and starter ration. All calves were fed whole milk or milk replacer per day. The amount was increased to 12 pounds as soon as the calf was able to consume more fluid. The weights of hay and starter consumed were recorded daily. All animals were weighed at birth, when randomly assigned to an experimental group and at weekly intervals until weaning at 56 days of age. Veal calves were then marketed.

Results of the experiment may be seen in Table I. All groups made



gains which meet N.R.C. recommendations for normal growth of dairy heifers but fall short of the Beltville Standard. Holstein-Friesian calves on a nurse cow or fed liberal amounts of whole milk by pail will gain approximately two pounds a day until weaned. However, scientists at Cornell University advise against feeding replacement heifers to gain at a maximum rate in early life. They have evidence that moderate overfeeding in early life may shorten a cow's productive life and lower her milking potential.

slightly better than milk fed calves but these were lighter in body weight at 56 days. Subsequent compensatory gains resulted in equal live weight, conformation and general appearance for comparable heifer groups at six months of age. Numerous experienced dairymen were unable to differentiate between heifer calves which had been or were being fed milk replacer or whole milk.

Using the data from this experiment for his undergraduate project, Mr. A. Pierce determined the conditions under which veal calves

RATE AND EFFICIENCY OF GAIN OF AYRSHIRE AND HOLSTEIN CALVES FED MILK AND CALF REPLACER TO 56 DAYS OF AGE.

	MILK			REPLACER		
	Males	Females	Weighted Average	Males	Females	Weighted Average
Average gain in pounds	66	66	66	49	49	49
Average lbs. of starter /56 da.	35	41	38	45	34	40
Average lbs. of hay /56 da.	28	40	35	33	32	33
Average weight at birth	80	75	77	73	71	72
Average weight at 56 days	146	141	143	122	120	121
Average gain per day	1.18	1.20	1.19	.87	.87	.87
lbs. milk or replacer fed per lb. gain	9.10	9.04	9.07	12.40	12.21	12.30
No. of calves on test	6	9	15	6	5	11

	MILK			REPLACER		
	Males	Females	Weighted Average	Males	Females	Weighted Average
Average gain in pounds	68	75	72	53	52	53
Average lbs. of starter /56 da.	34	45	41	50	60	54
Average lbs. of hay /56 da.	28	37	34	38	35	37
Average weight at birth	90	84	86	91	83	88
Average weight at 56 days	158	159	158	144	135	140
Average gain per day	1.24	1.29	1.27	.96	.86	.92
lbs. milk or replacer fed per lb. gain	8.76	7.99	8.32	11.22	11.60	11.47
No. of calves on test	5	10	15	6	9	15

Ayrshire calves fed the milk replacer ate about the same amount of hay and replacer as milk fed calves. However, Holstein calves ate significantly more calf starter than their milk fed counterparts. The college management system, by imposing a maximum on the amount of milk fed per calf per day, provides a lower milk intake per unit of body weight than that provided for Ayrshire calves. This, plus the lower energy content of milk replacer may explain the greater increase of starter by the Holstein groups fed milk replacer.

It may also be observed from these results that the Holsteins were more efficient than Ayrshires in the conversion of milk or milk replacer to liveweight gain, the difference being about 8 per cent. All animals consumed approximately 600 pounds of whole milk or replacer.

It was observed that at the level of feeding employed in this study those calves which were fed milk replacer were not able to gain weight during the first week or ten days of life. After that time they gained at the same rate or

could profitably be fed milk replacer. Under the management system employed, each calf received approximately 600 pounds of milk replacer during the 56 day feeding period. The retail cost equivalent of the replacer which is sold under the trade name of Ful-O-Pep Calf Sup is \$1.60 per 100 pounds. Therefore the price of veal which could be accepted to equal the milk equivalent feed cost was \$9.60 (i.e., \$1.60 x 600 pounds)

livestock gain in pounds

Since the Holstein veal calves gained 53 pounds and their Ayrshire counterparts gained 49 pounds during the 56 day period, the cost per pound of liveweight gain was 18 and 20 cents for Holstein and Ayrshire veal calves respectively. (The total feed cost must be increased to approximately 20 and 22 cents per pound respectively to include starter and hay consumed.) The maximum price on the farm of milk that can be used if feed costs of liveweight



In this experiment, the replacer used is sold under the trade name 'Ful-O-Pep.'



Weights of hay and starter were recorded every day, and increased to 12 lbs. as soon as calf was able to consume more fluid.



Experienced dairymen were unable to differentiate calves being fed on the replacer, and those using whole milk.

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THE DEPARTMENT OF AGRICULTURE

gives a

# Report to the Province



## Do Dairy Farmers Need Advertising?

"Yes, and we must keep on telling the story!"

By JOHN K. DICKSON

Director, Montreal  
Milk Producers Association

I NEED advertising and so do you," Quebec dairy farmer John K. Dickson told the annual meeting of the Dairy Farmers of Canada in January this year.

Speaking on the subject "Do We Need Advertising", and as a representative of Canada's 400,000 dairymen, he asked his audience to assess the comparative economic position of the dairy industry today compared with a half-century ago. At the turn of the century, and through the next several years, the country was basically dependent on an agricultural economy.

Dairying and exports of dairy products, particularly cheese, were dominant features.

### *Priced Out of World Markets*

Exporting conditions in 1900 were altogether different than that which exists today. Declared Dickson, "In those days the price paid to labor was based largely on the law of supply and demand with the result that it was possible to export dairy products and meet world prices without any danger of discouraging production in our own country." Today the situation has

changed. "No longer is the price paid labor decided on by the law of supply and demand, but by the strength of the bargaining power of the trade unions," said the speaker.

However, the price received by producers of milk, especially for the portion going into manufactured products, has not advanced to the same extent as that price being paid for other goods and services, he emphasized.

"We are at the stage where we are saying that we have priced ourselves out of the world markets . . .



the major part of any dairy exports made in recent years has only been done with government assistance," Dickson said.

### *Big Change In 50 Years*

Other great differences facing the present-day dairy industry as compared to fifty years ago are:

- Fiercer competition in the marketplace today for the consumer's food dollar.
- Substitute spread for butter widely used.
- More beverages competitive to fluid milk now available.

### *Big Cheese Advertising*

Harking back to the big cheeses made in Ontario many years ago, the Quebec dairy farmer mentioned the first big Canadian cheese, weighing almost 7300 pounds, which was produced in Ingersoll in 1866. After being exhibited at the New York State Fair, it was shipped to England and shown several times before being sold. In 1892, a monster cheese of 22,000 pounds was made at Perth and sent to the Chicago World's Fair where it became a stellar attraction. Later it was sold to a London caterer. The Ingersoll cheese is said to have established the Canadian cheese export business.

### *Must Keep Telling Story*

Publicity was needed in the earlier days and even more so today, said Dickson. No longer can it be correctly said that because dairy foods are good products and have always been used we do not need to spend money telling people about them. He pointed out that every product sold today was advertised repeatedly. Commended the speaker, "do we not have to recognize that a considerable amount of consumer preference today has been brought about by advertising and publicity? Can it be denied that lavish advertising has not been a tremendous factor in building up the consumption of beverages competitive to milk? Can I as a dairy farmer afford not to spend some money advertising my products?"

### *Should Farmer Advertise?*

Should the farmer who sells no product direct to the consumer advertise the product or should he leave the field direct to the processor? Mr. Dickson gave the following reasons why he believed he, as a dairy farmer, should contribute to advertising and publicity plans controlled by producers.

- Illustrations of producer groups doing an outstanding job of promoting their products include the Sunkist orange growers of California; the B.C. Fruit Growers Association and the American Dairy Association, which raises \$5,000,000 yearly by butterfat set asides for advertising and public relations.

- If the dairy farmer leaves all the advertising of dairy products to the processors, he is often inclined to spend the major part of his advertising dollar on the product which will return *him* the greatest profit rather than the product which might be moved in the largest volume. The result is he may not be increasing the overall demand for products which will make the best return to me as a farmer.

- The processor, quite naturally, concentrates his advertising on his own brand name. According to the Royal Commission on price spreads of food products "much time and expense are involved in advertising by competing firms to assure prospective buyers that their product 'is the best'; or in the use of superlatives that cancel out one another."

### *DFC Advertises All Dairy Products*

Ours is the only program in existence in Canada today that is carrying on national advertising and publicity promotion on behalf of all major dairy products," declared Mr. Dickson.

He paid tribute to the work of the Milk Foundations, who emphasized milk nutrition in their promotion program; to producer groups who advertise at local levels, and to the processors spending money on advertising dairy products. But he observed that only the Dairy Farmers of Canada carried on an all-embracing type of dairy food promotion on a national scale.

### *The Program*

Dealing with the organization and implementing of the program, the DFC speaker made the following observations:

From the beginning the job of the program was to carry on dairy food promotions which could be participated in by other sellers of dairy or related foods. Dairy Farmers of Canada, as an organization, has no product of its own, and no salesman to look after the point-of-purchase aspects of merchandising, so a real problem presented itself in developing a system which would give full effect to the money being



John K. Dickson, Director of the Montreal Milk Producers Association, and a man who believes you can't expect a nickel to do a dollar's job.

spent in advertising. It has always been the view of our organization that our advertising should have a parallel merchandising program. It was thought necessary not only to seek the attention of the consumer through advertising but also to involve the people who sell direct to the consumer . . . i.e. food stores, hotels, restaurants, dairy operators, etc.

That the goal of advertising, soundly merchandised, was a wise one is evidenced by the active participation in a recent June is Dairy Month promotion of more than 4,000 of the largest food stores in Canada. This type of support sells dairy foods, since the interest of such a large section of the food industry, brings into the overall promotion a number of related advertisers who otherwise would not be interested. The National Dairy Council — The Canadian Dairy Processor's Organization — have also co-operated with or supplemented our program on this or other promotions at various times.

### *Service Bureau Created*

From the beginning of our advertising operation we felt it would be desirable to develop within the organization a source which would produce ideas regarding the consumer uses of dairy foods. To that end the Dairy Foods Service Bureau was created and staffed with home economists.

The success of the Bureau is well-known within the dairy industry and outside. The major work

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## DO DAIRY FARMERS NEED ADVERTISING?

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of the Bureau is the creation and testing of recipes for use in advertising copy, recipe pamphlets and in food releases to press, radio and T.V. One current example of the results of this work was provided by the butter promotion last November when, in a six-week period, requests were received for 65,201 recipe pamphlets featuring butter in bazaar baking. Don't tell me

women are not interested in using butter when they want to turn out a quality product.

### Extra Promotion For Fluid Milk

Five basic month-long promotions are run each year by the DFC to give support to the product or products in extra supply at the time. This year, an extra national promotion for fluid milk will be held in September as children go back to school.

Commenting on the value of the program, the Ormstown, Quebec dairy farmer said—"I am in favor of producers supporting and running their own advertising programs . . . advertising is a part of the market process, and since farmers are moving further into the field of marketing their products, it is well for us to recognize and learn to use all the tools of marketing. *I feel that I am getting good value for the 30 cents per cow per year that I pay to participate in our national advertising campaign. I would be willing to pay more.* My major fear is that I had other producers are not setting aside enough money each year to really capitalize on the experience we have gained already in our advertising program."

Mr. Dickson noted that \$3¼ millions had been spent by the DFC on advertising and promotion since 1950 but, in his words, "if all the dairy farmers had been putting in their share we would have had about \$5½ millions to spend on dairy promotion and we would have just that much stronger program today." In spite of the fact many dairy farmers did not contribute to the fund, and some processors would not cooperate, close to \$380,000. was raised in 1959 by the June Set-Aside.

### Where Does The Advertising Money Go?

Questions asked, declared Dickson, are "where does the advertising money go? I never see our ads." To this query, he replied — "Not withstanding that, we do advertise in three national women's magazines in color, one professional magazine, 91 daily newspapers, 261 weekly newspapers, 15 trade papers, 26 farm papers and magazines as well as carrying a 25-week French radio program in Quebec." He agreed that the ads should run more often but "unfortunately cannot be achieved because of lack of funds."

### Picture Not So Rosy

Because the Set Aside is slowly increasing, things might appear to be rosy at first glance. Dickson warned, however, that as the population grows, newspaper and magazine rates increase. Printing, production and salary costs are moving up. The advertising program has been effective and has been well-received by the trade. If it was to continue to go forward, the producers must be prepared to back it, he said.

### New Program?

Mr. Dickson stated that recently officials of the national dairy processors organization had suggested that a new advertising and promotion organization be set up under a new name. It would be financed dollar for dollar by processors and producers. He observed that the announcement by the processors "treated our producer program so inaccurately that I wonder where the author got his information . . . or was he trying to minimize our efforts in the hope of eventually eliminating our program?" The suggestion would mean the disappearance of the present Dairy Farmers of Canada organization. Dickson said. "My reaction to this suggestion is that when processors can show evidence of being able to raise upwards of half a million dollars a year for unbranded advertising, the Dairy Farmers of Canada should be prepared to look at the suggestion."

### The DFC Accomplishments

In reviewing his opinion on why he felt the Dairy Farmers of Canada should be maintained, Mr. Dickson pointed out some of the accomplishments of the advertising and promotion program which have been of service to the farmer.


- Improved editorial comment across the country regarding the dairy industry, and a new appreciation of its importance in the national economy. Comments from representatives of trade papers, daily newspapers, radio and TV, weekly newspapers and other communication media at a "June is Dairy Month" meeting indicated these people were sincerely interested in the dairy industry and offered many worthwhile suggestions to the DFC for aiding the program.
- A number of industries now

(Continued on page 10)

**1960**

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1877 1878 1879

1876 1875 1874

1871 1872 1873



# To Talk of Many Things...

## A Quiz on the Problems of Mastitis

by John ELLIOTT  
Agricultural Fieldman

### 1. Ques.

Why is it that the prevalence of mastitis is widespread but has never come under Government Jurisdiction?

### Ans.

Mastitis is a management problem. Its control is one of good herdsmanship, not a policy as followed in Brucellosis or Tuberculosis. Being a management problem eliminates it from ever coming under Government jurisdiction.

### 2. Ques.

Is mastitis responsible for any loss to the farmer?

### Ans.

The farmer can count on three losses whenever mastitis is in his herd. The first would be a loss in milk production. Consequently, the second loss would be that of feeding a cow which was not producing. The third, would be the sale of the cow. In Canada over a million dollars a year is spent on antibiotics for treatment of mastitis. This sum represents money which need not have been spent, and which, certainly, could have been put to better use.

### 3. Ques.

Where can the causes of mastitis be found?

### Ans.

The causes can be found in many places on the farm. Anything which will cause an injury or wound to the udder or cause the spread of the disease is a potential hazard to the herd.

### 4. Ques.

Can mastitis be caused by poor construction?

### Ans.

It is important that all drafts be eliminated. A stall must be the correct size and bedded down with sufficient dry straw. Also a high door step is often the cause of an udder injury.

### 5. Ques.

To what extent can mastitis be caused or spread by a milking machine?

### Ans.

Mastitis can be caused by not sterilizing the teat cups. They should be dipped in a disinfectant before being placed on the teats. Another

cause would be a lack of know-how about the milking machine, the component parts of the machine and the milking procedure.

### 6. Ques.

How can mastitis be prevented?

### Ans.

No one thing will prevent mastitis, but rather a combination of all practices. The farmer should know his milking machine. Taking short cuts on the manufacturer's instructions may save time now but certainly will cause loss of time and money later on. A good herdsman will know a great deal of how the disease is caused and spread. He will look for these in the barnyard, the breeding, the complete milking system, the cleanliness of the people doing the milking, fly control, and proper bedding.

### 7. Ques.

Is it possible to have a mastitis-free herd?

### Ans.

Mastitis is difficult to control but nevertheless it is possible to have a herd free of any serious effects. It requires a diligence which in the long run will save time, money and the animals' health.

### 8. Ques.

Where can more information be found concerning mastitis?

### Ans.

Many farm journals and magazines carry articles about this subject. The local veterinarian and agronomer will have available information, also milking machine manufacturers can supply a good deal of advice.

## HEAR DEM BELLS?

In Switzerland, the big noise among tourists who collect souvenirs to bring home with them is apparently cowbells.

The Swiss newspaper Neue Zuercher Zeitung reports 7,780 cowbells were swiped from Swiss cows peacefully grazing in the Swiss Alps.

The automobile has proved to be a great moral force in America. It has stopped a lot of horse stealing.



THE WILDFLOWERS OF A  
MAY WOOD

If April, hereabouts, means the coming of spring to parks and gardens, green meadows and orchard buds, it takes May to bring blossoms to the forest. No deep wood has had anything but the cheerful leaves of skunk cabbage in the wet hollows. Wildflowers are properly cautious. They do not push rashly up under the influence of a few warm, treacherous days. Garden bulbs have too much energy bred into them.

An acquaintance with wildflowers must be made in youth, when there is time for long walks in the woods, and when there will be another year to come back and find them again. The excursions of maturity are too brief and too purposeful to capture their evanescence. And so it is that the wake-robin, the arbutus, the hepatica, the bloodroot, the white violet are names we incline to associate with the past. That may be only because we live in cities or suburbs and our interests are horticultural at best. In the spring we have to worry about lawns, and why the neighbor's tulips so exceed our own in size and beauty.

And now it is May. Like the wildflowers, the simple associations of this month belong to the past, too, whether as children we ever took actual part in flowery rites, or whether we merely read about them. In any case, the event has been usurped by political pre-occupations.

Still, May remains a time to celebrate, even if we get no closer to it than the gloomy nests of pigeons below the cornice of a bank. The year is still in the first flush of youth. And this could be the May when fortune will put us once more in the way of wildflowers.



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Dairy Herd	Hogs	Frozen Pipes
Stables	Slaughter Houses	Fruit Peeling
Milking Machines	<b>GENERAL FARMING</b>	Garbage Pails
Utensils	Dogs	Javelle Water
<b>POULTRY</b>	Bees	Laundry
General	Rodents	Outdoor Toilets
Dropping Boards	Weeds	Paint Removal
Hatchery	Whitewashing	Poisoned Foods
Feeding Troughs	Compost	Sinks
Brooder	Rabbits	Soap Making
Range	Pigeons	Stoves & Ovens
Laying Houses	<b>HOME</b>	Toilet Fixtures
Cleaning Eggs	Ammonia	Tubs
<b>LIVESTOCK FARMING</b>	Bleaching	Utensils
Beef Cattle	Drains	Washing Fluids
		Water Softening
		Vermin

**STANDARD BRANDS LIMITED,  
550 Sherbrooke St. West, Montreal.**

Please send me, without obligation, your free book on the uses of Gillett's Lye.

NAME.....

ADDRESS.....

PROV.....

## DO DAIRY FARMERS NEED ADVERTISING?

(Continued from page 8)

feature dairy products in their advertisements in the papers and on the air.

• The dairy industry is more promotion-conscious. Before the entry into the field of the Dairy Farmers of Canada, the dairy processors had been unable to secure agreement on unbranded advertising. Today, some processors are recommending unbranded advertising in the industry,

\* The dairy farmers have done a reasonable job of promotion, considering the amount of money available to spend. This job has been done "with our own money and not with advertising funds which the consumer pays."

"I like this because it is a powerful answer to those who are always clamoring that farmers never do anything for themselves," Dickson declared emphatically. He said he had no objections to the processors having a program of their own. "It would be a good deal easier to work with them on promotions if they had such an organization."

• Producers are becoming more and more involved in the marketing of their milk. Advertising is a part of the marketing process — "we would do well to develop our advertising muscles as we develop our marketing systems," he said.

• The advertising program of the DFC must be helping to sell dairy foods. Without the "June is Dairy Month" effort of the DFC, it is unlikely there would even be such a promotion. Mr. Dickson indicated that one good thing about the June program was the effort made to tell the consumer something about the problems of the dairy farmer. Declared the speaker, "I want to continue to help finance and be associated with this kind of effort to improve, not only the sale of milk, but the understanding between farmers and city people. I doubt very much if anyone will do this but ourselves."

Mr. Dickson concluded his talk with a warning that a per capita decrease in consumption of dairy products was on the way unless "a vigorous" advertising campaign is carried on. "We shouldn't forget that a nickel will not do a dollar's job."



# Letters for our **BEEF SECTION**



## THANKS FROM MACDONALD

Dear Sir:

You will be interested to learn that at a meeting of the Macdonald College Swine Breeding Foundation Committee, held on March 22nd, the following information was reported:

The objective of \$50,000. has been reached. The actual amount received and promised is \$49,290. and it is certain the remainder will come in in the very near future. The plans for the piggery, which are being prepared by the Canadian Farm Building Plan Service, are nearing completion and will be sent forward to the McGill Building Committee in the immediate future. When this is done contracts will be left for the construction of the building. Every effort is being made to have it in readiness by the early summer.

It would be very remiss and ungrateful of me if I did not express our enthusiasm over these results. Together, we have achieved something of lasting significance and importance. The interest and good will so firmly established between our research undertakings and those vitally concerned with using the results will I hope, continue to grow. The work of the Committee and their interest has always been stimulating. Every member did more than was expected of him, for which we are most grateful. While it is too early to fix a definite date for the official opening, an announcement will be made as soon as possible.

May I say on behalf of Macdonald College — thank you very much for your contributions. These will be used effectively in extending our knowledge and improving farm practices of farmers, and will contribute significantly to the future development of Agriculture.

You may be sure that we will continue to keep you informed, and that the plans, when they are completed, will be presented at a meeting to which you will be invited to be represented.

Yours sincerely,

H. G. Dion,  
Dean of Agriculture.  
Macdonald College.

## EYEBROWS AND TAG-LOCKS

Dear Editor:

As this issue goes to press, shearing is underway across Canada.

This prompts one to ask: What of the harvest, and how will the clip be prepared? There has been a vast improvement in this regard during recent years, but there are still too many shearers and sheep-owners who take the attitude that "anything goes." After each fleece is removed, everything—face-clippings, leg-clippings and tags — is gathered and rolled in with the fleece. Weight, rather than market conditions, seems to be the only objective.

To those who sell and use the wool, such a practice is deplorable. The short, hairy, black and grey leg- and face-clippings are termed "eyebrows" by the trade, and by mill users. They certainly add very little weight to a fleece, and they simply impregnate an otherwise good fleece with detrimental fibres. The tag-locks and dirty britch-ends may lend a bit of weight when rolled inside, but when attempting to remove them at the time of grading, much more good wool has adhered to them and comes away with the hardened dung-locks. Thus, many a shipper wonders why his wool-grading statement shows an excessive weight of tags.

Both the eyebrows and tag-locks are so easily left out of the fleece at shearing-time that it is really difficult to understand just why anyone puts them in. Peculiarly, too, they are worth more out than in, and if we are to maintain both our home and export markets for Canadian fleece, more and more attention must be given to this phase of sheep husbandry. Such detrimental portions should be packed separately in small gunny-sacks and included with the bulk wool shipment.

Let's make a lasting reputation for our Canadian wool. Australia and New Zealand have done it. Why can't we? Those who follow good shearing practices find that they are winning out with their wool cheques.

W. H. J. Tisdale,  
Canadian Co-Operative  
Wool Growers, Toronto.

## IS CASTRATION NECESSARY?

Dear Mr. Green:

As a pig man yourself as well as an editor, can you tell me if it is true that boar pigs do not carry any off-flavour in their meat if slaughtered short of 200 lbs.? We have used several for our household this year and can detect no difference in flavour at all, and we know of at least one butcher who buys young boars entire and makes no deduction in price.

Puzzled,  
Abbotsford, Que.

Editor's note: In Britain, there is increasing evidence to show that it may be quite safe to market uncastrated boars if they have not been let run with sows. About 180 lbs. seems to be a safe weight for butchering such pigs.

## DOES YOUR DOG FIGHT?



If so, here is the answer to your problems. Just obtain a pair of the old English tongs seen in this photo, grab Fido firmly by his hind quarters and it is guaranteed that he will lose interest in battling his enemy immediately. Welsh farmers used to take such tongs to church on Sundays because their dogs would often start a fight outside.



## Short Story

## Pony For Sale

By PENELOPE CAMERON

IN the silent twilight I walked towards the half-thawed field to call the ponies in. They came, then stopped, transfixed by something on the valley road. The garron neighed. I wondered what he sensed at a time when normally he was obsessed by the imminence of hay.

Then I saw it too; a gypsy caravan with a skewbald horse between the shafts; a big long-striding beast, a mare, I guessed. Beside her ran a tiny pony straining gamely at the tether, like a burn trout on an angler's line.

I put the ponies in, and let the car run down the hill to see the gypsies pass.

At the junction of the roads we met. The pony was for sale, of course. In the shelter of the quarry we fought our verbal duel.

The gypsy named his price I shook my head. "Oh, I couldn't pay all that," I said.

I made a bid. He shook his head, tousled as the pony's mane.

A pause. He named his price again. "He's a lovely pony. Sure, it's only feed he needs." The Irish brogue was persuasive but the line was wrong . . . Feed? My shed held sufficient hay to see us comfortably to May.

I looked at the too thin pony and wondered if my too fat garron could manage well on good oat straw with a turnip thrown in. I thought he could.

I stroked the pony's small dejected head and pondered if relative solvency was really the complete answer to any easy mind.

But, "No," I said.

"I bought him in Cardiff. He's been two months travelling the road, and it's only feed he needs."

I lifted the pony's lilliputian hooves. Each was shod with a metal disc, usually found on the heels of workmen's boots. But despite this protection the walls were worn right down and one small frog was torn.

I raised my bid a pound. But the gypsy shook his head. "He's a lovely pony," he said again. He stretched his palm, grimy as the wagon's wheels, towards the pony's soft inquiring nose. "See, he's hun-

gry. It's feed he needs."

I bid once more.

Within the wagon an infant wailed, a woman coughed. Then the gypsy grunted sadly and was off.

In the darkness I listened till the last sound died: the weary grinding of the wagon's wheels, the clip-clop of the mare's great feet, the gallant patter of the weary pony's deer-sized hooves.

Then I turned to the Land Rover, where the collie waited on the muddy seat. He fidgeted at my approach in an embarrassed sort of way, then roughly licked my ear, as though he knew my need of cheer.

In the morning the gypsy returned. He rode the skewbald mare. There was no saddle and the reins were rope. His assorted clothes flapped gleefully about him and his features shone with a radiance usually attributed to the saints.

Watching him I realised that

sartorial perfection, tidy tack and respected social values can enhance a truly happy horseman not a jot.

Longside, the pony still struggled gamely to combat the mare's long stride. He looked thinner, younger, smaller in the morning light; more tired and out of coat. His price had been reduced, though only fractionally, to save my face.

In the afternoon my colourful conqueror caused quite a diversion as he presented my cheque — the pennant of his vanquished — at the local bank.

In the evening, in the warmth of the end pig-sty, I named the wondering pony "Chris." For I felt that St. Christopher must have had a hand in guiding the needy gypsy and his weary pony from Cardiff to the precincts of my Scottish farm.

Let us hope the good Saint does not over popularise the route.

## UNUSUAL OFFSPRING



This little white legged creature is a HINNY, the offspring of a male Shetland pony and a female donkey. The little fellow is called 'Gunsmoke,' and that's his father, 'Rocket,' held by R. E. Poarch, of Grand Junction, Colorado, owner of the unusual family.



# The Country Lane

## WRITTEN IN SAP

*The hieroglyphics on this beech,  
If I could read them, doubtless tell  
Who was the last inhabitant  
Of the ruined house—who toiled to reach  
The summit of the evening hill.  
Lighting his pipe upon the front*

*Porch, was he friendly with the stars?  
He kept the roof from falling in.  
He raised potatoes and a dog.  
Now in the yard: some broken jars  
With here and there red rags of tin,  
Arrogant weeds, a rotting log.*

*Who left this house alone to die,  
Abandoned to the cruel weather,  
To summer glare, to winter dark?  
His name is on the beech, but I  
Find all the letters blurred together,  
Blotted by leaves, erased by bark.*

JOHN NIXON JR.

—in *The New York Times*

## SPRING TONIC

*When jonquil bends with April air,  
When boughs are black and twigs are bare,  
When chirp and chatter bring the dawn,  
And peepers shrill their even-song,  
No thought have I except to share  
The earth with creatures, nor any care  
But paint the fence and prune the vine,  
And turn the compost with the tine,  
And mend the wall where recent frost  
Has tumbled boulders—boundaries lost.*

*Now wild goose wedges to the north,  
While skunk and woodchuck venture forth;  
My self, as well, from winter's rest  
Spreads out its wings and swells its breast.*

Carl Binger

## YET WORDS ARE FLOWER AND LEAF

*Not a bird will shorten his song,  
not a hyla be still  
because of any sorrow  
or mortal ill.*

*Expect no pity from bud  
or opening leaf;  
the rains have no business with men  
or man's long grief.*

*Yet words are flower and leaf,  
hyla and bird  
and the heart shall know relief  
at the touch of a word.*

Elizabeth Coatsworth Beston



## SO SMALL A THING

*Is it so small a thing  
To have enjoy'd the sun,  
To have lived light in the spring,  
To have loved, to have thought, to have done;  
To have advanced true friends, and beat down  
baffling foes;  
That we must feign a bliss  
Of doubtful future date,  
And while we dream on this  
Lose all our present state,  
And relegate to worlds yet distant our repose?*

MATTHEW ARNOLD (1822-1888)

## SONG FROM THE URDU

(From *The Literary Review*)

*Come now, as the light is going, my love:  
come to my heart.  
The world is darkening: we will not fear while in this  
garden our flowers burst with color.  
The golden spiders cling to the bright bamboo.  
Chrysanthemums are budding. Zinnias jewel the south  
wall.*

*I have prepared the tawny wine of our love.  
I have poured it into the cups of the flowers:  
come, drink. Lime is joyous. Come before darkness  
covers the gems of the garden, O my small love,  
my dancing butterfly.*

*I have gathered the leaves of the locust, and the leaves  
of the apple branches.  
The skein of the light is breaking; the last  
threads are tangled in the tall grasses.  
Smoke rises from leaves; and your image. . .  
the pale feet are dancing studded with rubies:  
ah, you have come. You are dancing, swathed in the  
incense of leaves.*

WILLIS EBERMAN

## A TIME TO TALK

*When a friend calls to me from the road  
And slows his horse to a meaning walk,  
I don't stand still and look around  
On all the hills I haven't hoed,  
And shout from where I am, "What is it?"  
No, not as there is a time to talk.  
I thrust my hoe in the mellow ground,  
Blade-end up and five feet tall,  
And plod: I go up to the stone wall  
For a friendly visit.*

Robert Frost





# The Better Impulse

NEWS AND VIEWS OF THE  
WOMEN'S INSTITUTES OF QUEBEC



## OFFICE HAPPENINGS

**S**ECRETARIES: Please send in names for the Macdonald Journal, also the names of new members, so that they may be put on the mailing list, and will receive their Handbooks, etc.

**HANDICRAFT EXHIBIT AT CONVENTION:** This was excellent last year and received many admiring comments. By the time you read this, I hope your plans will be already made to send some of your handwork.

**The Lady Aberdeen Scholarship:** You have heard of this, but will be hearing more from your County meetings. Lady Aberdeen was one of the founders of ACWW and the scholarship in her honour is to be a continuing project of ACWW whereby leaders in Home Economics will be helped to further study so that they may take back to the rural districts of their own or other underdeveloped countries the knowledge they have gained. The suggestion of \$1.00 from each branch will be taken to county meetings and your delegate at the June Board Meeting will be asked to come prepared to vote on this.

You probably have seen our press release on the honour given to the ACWW past president, Mrs. Berry, who visited us at our June Convention in 1956. In the Queen's New Year List Mrs. Berry was made Dame of the British Empire, a very high honour indeed, the citation reading "For Service to Countrywomen and their Organizations."

The QWI has also for the second time received an award from the Quebec Safety League. The certificate reads "Award of Honour for Distinguished Service to Safety."

Dr. Nancy Adams, a former president of FWIC and now Area Vice-President for Canada of ACWW, represented ACWW at an international conference on "Children and Youth," held in Washington recently. After the Conference, Dr. Adams joined the UNESCO Cultural Mission to the Caribbean. Mrs. Rempel, will represent FWIC and will assist Dr. Adams who will visit existing rural women's organizations and pro-



Mrs. Jean Muldrew, widow of the first dean of Guelph Agricultural College, came to Macdonald College as House-mother in the Girls' Residence. (Photo taken from "Trifolium," the first Macdonald College magazine).

**M**RS. Muldrew brought with her from Ontario a great enthusiasm for Women's Institutes which had been established in that Province in 1897. While at Macdonald she wrote many articles both for the College magazine and for the Journal of Agriculture which was also published at Macdonald College, extolling the Institutes.

On January 27, 1911, at the invitation of Mrs. George Beach, of Cowansville, who wrote the College asking for help in the formation of an Institute, Mrs. Muldrew went to Dunham, and there, she and Mrs. Beach organized the first W.I. in the Province of Quebec.

mote interest in establishing new ones. At present these are in Jamaica, Trinidad, St. Vincent, Dominica and Puerto Rico.

Canada has already assisted the West Indies, our new Commonwealth neighbour, in the development of labour unions, co-operatives, public health services, etc. and now because of the Gift Coupon Plan #400 which the FWIC has set up in response to a request from UNESCO, we women will be very interested in the new federation which we are now to assist by working with the University of the West Indies, Jamaica, in their

work with rural women.

FAO of the United Nations has invited the ACWW to assist in their "Free the World from Hunger" campaign and our new president of ACWW, Mrs. Van Beekhoff, attended the last FAO Conference in Rome.

## OUR FARAWAY SISTERS

**T**HE Irish Women's Institutes have a summer school at Loughry Agricultural College. The course lasts a week and the last one was "From Garden to Kitchen." It included lectures on soils, fertilizers, cultivation, layouts of gardens, growing of flowers and shrubs, trees; visits to gardens and orchards ending with a Quiz on Chinchillas and flower arrangements.

By the way, flower arrangements are a very popular course, from Africa to North America.

There is more emphasis on handicrafts in the old country and in Europe and also more emphasis on drama, music and the arts, than here.

In Ghana, as in many parts of West Africa, women enjoy an important place in society. They have equal pay and can be chiefs, priestesses, etc., as well as lawyers, teachers and nurses, etc. They also, of course, work in the cocoa plantations and do most of home-grown food. An article in *The Countrywoman* describes the Market Women of Ghana. The word 'market woman,' meaning those who are wholesalers, or wholesale-retailers. They are women who have been trading all their lives and have come to hold commanding positions in the marketing of foodstuffs, often having several assistants. Being in the market all day was not very good for their children, but day nurseries have been set up—although not enough as yet—where the pre-school children are left during the time mother is at the market.

Two hints from Southern Rhodesia taken from their programs—Gift to a member leaving:—a recipe book, in which each member puts in her favourite recipe, signed and with best wishes; another for a souvenir tablecloth—



Each member to sign and embroider her name — a continuing project.

And from Ireland some competitions: "Guessing the Bags and Smelling the Bottles;" and "Making a Buttonhole." (That I couldn't enter as it took me six tries to get a pass in sewing class!) "Potted Plants;" "Best Hair Style;" "Funniest False Face;" "Best Pig Torn from a Sheet of Newspaper."

### ANTI-FAT"

(Clogher W.I.)

[I love these poems from the  
Ulster Countrywoman —  
In previous magazines I've  
read

Of members who've got  
thinner

From drinking milk and not  
much else,

They vow that it's a  
winner.

Now me! I've rubbed and  
rolled and creamed

With anti-fat concoctions.  
The inches just rolled on—  
not off—

In spite of my contortions.  
I've taken pills and liquids  
too,

My house looks like a drug-  
gist's.

And then I went on milk  
alone

As someone else suggests.  
Milk by the gallon I've ab-  
sorbed,

Until I find that now  
On gazing in the mirror,

I look just like a cow!  
In fact, out walking yester-  
day,

I saw one in a meadow  
That looked like me, and  
walked like me;

She really was my shadow.  
She gazed at me with placid  
eye,

And seemed to say, "Old  
Sinner

Content yourself, you're now  
Grade One,

Go home, and eat your  
dinner."

### ROLL CALL SUGGESTIONS FROM AN ONTARIO NEIGHBOUR

By K. LAMB

WHAT is the purpose of the roll call at your Women's Institute meeting? Is it merely to mark the members' presence at the meeting or is it designed to

give each member an opportunity to contribute to the program?

Maybe the roll call has become so routine that you never stop to think about it. If that's the case, why not drop it?

Some branches always have a good response to their roll calls. In others there are too many who are merely "present"—in body, not in mind.

Roll calls are never difficult but they should have some value. Ideally, they are connected with the theme of the meeting and get the members thinking along certain lines before coming to the meeting.

New members gain confidence in expressing themselves merely through short answers to the roll call at each meeting. Then it is easier to present a short report and later, papers are prepared and presented in a manner they wouldn't have thought possible themselves when they joined the institute.

Half of the educational value of the institute lies in the work the members do themselves. This pertains to carefully-thought-out answers to the roll call.

It is important, too, that thought be put into the choosing of the roll call.

Roll calls can be revealing about the personality of the member. Answering a roll call may give some member the only chance of expressing some thoughts or ideas which are dear to her heart—and may reveal hidden talents which can be put to use in the institute.

It has been said of the Women's Institute, "One of the greatest benefits of the WI is that there is something to do for every woman; there is variety of programs and marvellous opportunities."

Have you tried these roll calls? Give a Bylaw of the WI; Give a Recipe for Fancy Bread and Bring a Sample for Sale; How do You Relax?; A Constructive Criticism of Our Present Day School System; Name An Industry That is being Developed, Or can Be Developed in Canada's Northland;

Or, Bring An Antique and Discuss its History; Recite a Memory Verse From an Old Reader; Name a Garden Pest, and How to Control It; Name a Delegate to the United Nations and the Country He Represents; Name an Important Quality of a Good WI Member.

Lets make every roll call a valuable contribution to the program.

### THE LADY OF THE STAMP

MANY people must have wondered about the kneeling lady on the special commemorative Canadian stamp issued in the summer of 1959.

The questions "Who are the Associated Women of the World?" and "Just what are the Women's Institutes?" were asked.

You could say the WI's are rural organizations formed to improve life for rural people the world over. That is true. But if you say the "Head" of ACWW is in England, that is harder to understand, for the ACWW could be likened best to the British Commonwealth, independent members, but held together by a common ideal.

There were organizations for rural women in many countries before ACWW was dreamed of. Finland had one in 1797, the U.S.A. later, and in 1897 the first Women's Institute in the world was formed in Stoney Creek, Ontario. From then on rural women's societies came into being in Germany, Norway, Sweden, Denmark, Ireland and so on.

Then in 1913 Mrs. Alfred Watt, a WI member in Canada, went to

(Continued on page 20)

### ARCTIC GIGGLE



FROBISHER BAY, N.W.T. Eskimo seamstress Caroline giggles gleefully as she hears her own voice for the first time. Steve Mogilansky of the International Services of Radio Canada snuck up on her as she was singing old eskimo ballads while working at her sewing machine. On replay of the tape, Caroline was amused at the sound of her own voice.



# The Month With The W.I.

**V**ARIOUS items of business have been on every agenda this month, the nutrition survey, the film questionnaire, the Gift Coupon Plan, and the Adelaide Hoodless Home. Annual meetings are reported, with frequent mention of "perfect attendance," and new members. A further word on W.I. Seals, they are now selling at half a cent each, or 50¢ per 100, to branches wishing to make a profit by resale. Please order from Mrs. Philip Barter, Grand Cascapedia, Que.

## ARGENTEUIL:

ARUNDEL plan their annual Bazaar. BROWNSBURG enjoyed a supper provided for them by Dalesville W.I. FRONTIER heard a progress report on "Here comes Charlie," which will be presented at Lachute High School. JERUSALEM-BETHANY plan a card party. MILLE ISLES had their first meeting of the year, previous meetings had been cancelled because of illness and bad weather. A "Pot Luck Supper" was held by MORIN HEIGHTS; the Education convenor read an article on the "Necessity of an Education," and a donation was sent to the Senior Citizens Home Fund. PIONEER donated to Lachute High School, to help produce the "Lampada." UPPER LACHUTE-EAST END plan a quilting bee.

## BONAVENTURE:

BLACK CAPE welcomed a new member; plan to discontinue July and August meetings, and only serve sandwiches, tea and coffee, at all meetings. Programmes were received from Tillney All Saints W.I. in England, and many new ideas were found. GRAND CASCAPEDIA held an afternoon tea and food sale, to provide prizes at New Richmond High School. Another fund raising venture was a card party and dance, this money will be used for prizes at St. Jules, English and French Grades. MARCIL has two members with perfect attendance, Mrs. L. Hayes and Mrs. L. Dea. This is the third consecutive year that Mrs. Hayes has claimed this honour. Several donations were made, and a novel fund raising idea introduced. An alarm clock was set, and members recorded their guesses, at 5¢ a guess. Mrs. O. Watt was the lucky winner. MATAPEDIA enjoyed their President's annual dinner meeting; appointed delegates to the Leadership Training Course, and the Convention; the County President spoke on Education, stressing the great responsibility resting with parents. PORT DANIEL donated to the Hot Lunch Fund, and discussed the Leadership Course, the Convention, and a Short Course. RESTIGOUCHE plan a card party; thanked two local newspapers, and the local radio station for services rendered. (Congratulations, this is a courtesy, we sometimes forget to extend).

## BROME:

ABERCORN entertained the County President, and put her to work, installing new officers. AUSTIN paid tribute to a deceased member; sent a sunshine basket to a sick neighbour, and received several donations. KNOWLTON'S LANDING brought aprons for a summer bazaar, and also received donations.

## CHAT-HUNTINGDON:

DUNDEE had a talk on "Poultry" by an Agronomist, followed by a discussion. HEMMINGFORD sponsored a successful Polio Clinic, and discussed rules concerning a hospital bed. HOWICK had an all day quilting bee, and a pot luck dinner. One quilt was given to a family whose home was burned, and two will be sold. HUNTINGDON saw a "Tote Bag" demonstration and heard about the proposed museum for the Adelaide Hoodless Home. ORMSTOWN discussed the Gift Coupon Plan, and heard a reading on "Maple Syrup." Had a salad plate demonstration and learned how to make Red Cross swabs.

## COMPTON:

BURY enjoyed a sing song and will canvas for the Red Cross, and the Cancer Society. Four members attended a rug making course, as guests of the *Cercles des Fermieres*; and donated to the Cemetery Fund. BROOKBURY plan a dance, card party, and sugar social. EAST ANGUS plan a paper drive, and a cooking course in April; sent cotton to the Cancer Society, and cards to a lady celebrating her 93rd birthday. CANTERBURY plan a paper drive; sent birthday cards to a sick member; appointed committees for catering duties. SCOTSTOWN held a slipper making course; made cancer dressings; presented Life Memberships to Mrs. C. M. Smith, and Mrs. J. B. Scott, in recognition of 25 years of faithful service in the Scotstown W.I.

## GASPE:

WAKEHAM told Irish jokes, and heard a reading on "Maple Syrup;" purchased W.I. seals, and donated to the Save the Children Fund, School Lunches, and UNESCO. YORK named a country and its agricultural products, for roll call, and welcomed a new member. The Agriculture Convenor read a paper on "Weed Control;" held a sale of potted plants; decided on a work calendar for 1960, and held a "Royalty" contest; sent garments to the USC.

## GATINEAU:

AYLMER EAST had their Annual meeting, with election of officers. BRECKENRIDGE had an Agricultural meeting; learned how to start seeds indoors, and transplant them later. A sale of slips, bulbs and seeds was held. LOWER EARDLEY exchanged recipes at 10¢ each, proceeds for the Adelaide Hoodless Fund. The Health and Welfare Convenor read an article "Vary Your Meals with Veal." WRIGHT brought handmade pot holders for a contest; the winners were Mrs. G. Howard and Mrs. S. Ogilvie. Mrs. A. Smith of Kazabazua, described a motor trip to Florida; Mrs. Thayer gave a reading entitled "A Monkey's View of Man."

## MEGANTIC:

INVERNESS gave garden seeds to the school children; revised the School Fair prize list; the roll call was answered by naming a vitamin, and the food it is found in, and sunshine baskets and Easter cards were sent to shut-ins.



**JACQUES CARTIER:**

STE ANNE'S had an evening of group discussion, decided ways to make meetings more interesting. In future fines of one cent will be levied for not wearing a W.I. pin, being late for meetings, forgetting reports, members whispering when someone is speaking. The fines will be added to the recreation fund. (It will be interesting to know how this experiment turns out, maybe some of us could follow suit). Cotton will be collected for the Cancer Society.

**MISSISQUOI:**

COWANSVILLE told of amusing incidents behind the W.I. scene, for roll call. Mrs. Winsor spoke on "Citizenship," and a letter from a "Link W.I." in Dorset, England was read. The County President was a visitor. DUNHAM donated to the Red Cross, and members will attend a meeting of the Historical Society; plan Jubilee Calendars, with a picture of Mrs. Beach's house, where the first W.I. in Quebec was organized; The County President gave a report of the Semi-Annual meeting. FORDYCE exchanged slips and seeds, and saw two films: "Revolution On the Land," and "Maple Syrup Time." Donated a book to the School Library and contributed to the Student Loan Fund; talent money was paid, and tickets are selling on a quilt. STANBRIDGE EAST heard a talk on nutrition and diet by the district nurse; discussed plans for the School Fair; the County President was a guest.

**PAPINEAU:**

LOCHABER are purchasing a UNESCO Gift Coupon, and have taken a membership in the C.A.C. On compiling a list it was found that there were 42 former members, not including present members.

**PONTIAC:**

BRISTOL heard about the UNESCO Gift Coupon Plan. CLARENDON are selling tickets on a junior bedspread. QUYON plan to repeat their Variety Show, and all male Fashion Show; will hold a card party, to aid a fire disaster family; sent a petition to the Dept. of Highways, to re route the highway through the village; will sponsor a Cancer Society drive; donated to Retarded Children Fund, and the Guyon Agricultural Society. SHAWVILLE completed a rug hooking course, and plan a cooking course in June; plan a Bridge Marathon, and will help the Red Cross Campaign. WYMAN held their annual meeting, and plan an interesting programme for the coming year.

**QUEBEC:**

VALCARTIER had a discussion on organizing a

P.T.A. in Valcartier school. Mrs. McCartney spoke on the new method of artificial respiration.

**RICHMOND:**

CLEVELAND awarded prizes to two members with perfect attendance, and donated towards prizes at Richmond Fair. GORE gave prizes for perfect attendance and donated to the Red Cross, and the Hot Lunch Fund. MELBOURNE RIDGE will remember new babies with silver dollars, and assist the Boy Scout Paper Drive; they donated to the Cancer Society. RICHMOND YOUNG WOMEN sold remnants, and sent a gift to a new baby. RICHMOND HILL welcomed two new members, and presented cups and saucers to five members with perfect attendance. Mrs. McIver, retiring president, received a Life membership; a completed quilt will be sent to a homeless family. SPOONER POND had a very successful drawing for a quilt, and donated towards prizes at Richmond Fair. SHIPTON donated to the National Institute for the Blind, and catered for a 21st Birthday Party; will draw for a pair of pillow slips.

**ROUVILLE:**

ABBOTSFORD Miss M. Marshall gave a talk on Social Agencies.

**SHERBROOKE:**

ASCOT brought knitted articles for welfare work, and plan to enter the Tweedsmuir Contest. BELVIDERE heard a humorous poem, entitled: "I'm Fine, How are You?" Donated to the Welfare Society, and members are knitting for this society. BROMPTON ROAD held a successful Valentine party and a food sale. LENNOXVILLE took memberships in the C.A.C. and the Federated News; hold weekly craft afternoons, and work on hooked chair seats. MILBY completed an Education questionnaire, and report a new member.

**STANSTEAD:**

AYER'S CLIFF sponsored a school dance, and contributed toward School Lunch Fund. BEEBE held a dinner meeting, and a discussion on the Radio and T.V. survey. HATLEY entertained the County President; made swabs for the Red Cross; contributed toward school lunches. NORTH HATLEY celebrated their 40th Anniversary with a supper; will purchase a book in which to record names of charter members, and the history of the branch, and be placed in the local library. Two charter members of this branch, are still living, one lady is in her 98th year. STANSTEAD NORTH contributed toward lunches, and prizes. WAYS MILLS contributed to a Home and School project, and to hot lunches.

## **TOMATOES ARE TOPS IN EVERY SEASON**

**T**OMATOES were first introduced into Great Britain about 1596 and were grown in greenhouses as ornamental climbers, for the sake of their red and yellow "berries," as the fruit was called. They were considered poisonous for many years and were said to cause

certain dread diseases. Later, because it was believed they had certain peculiar properties, they were called "love apples." Tomatoes were probably brought to Canada by the early settlers to Acadia, now Nova Scotia.

Today, fresh tomatoes are an all year around food. They are a good source of Vitamin C, which is so necessary in the diet. Right now

hothouse tomatoes from Ontario provide a special table treat.

If you like tomatoes peeled, peel and cut them just before you are ready to serve. Keep ripe tomatoes in the refrigerator and use them soon. Slightly green tomatoes will ripen at room temperature and should neither be placed on a sunny window sill nor wrapped in paper to ripen.



## THIRTY YEARS ON THE FARM

Mrs. G. A. DAVID

Provincial Convenor  
of Agriculture

**S**PRING is here again and on the farm we welcome the new season and make plans for new crops, and the age-old struggle with nature.

In our papers and on radio and TV we hear of atomic bombs, outer space and nuclear weapons.

But those of us who have been on farms for many years note the many changes in our own field of endeavour which has improved life on the farm, increased production,

in fact changed farm life so much that it is difficult to recall the farm 30 to 40 years ago.

Rural electrification has brought about many changes. I think it is one of the major changes in farm life — the many appliances which have been made possible. Electricity on the farm is a real friend and appreciated more by those of us who in earlier days knew what hard work was.

Mechanized machinery has improved farm life, allowing more work to be done in less time with less effort.

The changes have made things difficult for the small farmer as

the cost of equipping a farm with the necessary types of machinery today is too high to be paid for by money received from produce. This has forced many a farmer to seek work elsewhere until such time as equipment is paid for.

Why should this be, that farm prices are so much lower in comparison with factory or workers in other industries? That a farmer has to seek employment away from his farm to get a more remunerative income — farming the basic industry supplying the food?

We have heard much about contract farming and on this subject it is wise to read the pros and cons. Films are also available which deal with this aspect of farming.

The Super Markets play a big part in Agriculture today. The produce bought from many farms, at lowest possible cost, is assembled and neatly packaged. This is extremely sanitary, nothing is out of season in fruit or vegetables, all varieties are on sale, every day of the year. But it certainly tempts the housewife into buying more than she had intended when her shopping trip was planned.

For those who are attached to the soil, life on the farm today is much better than in earlier years. But this is food for thought. We don't want to lose the independence we, and our fathers and grandfathers, have worked so hard to attain.

And more Food for Thought: Today I heard that we must study our soil for radio active fallout and farmers must share in Civil Defence programs.

## RANDOM THOUGHTS ON MOTHERS

### Women's News Service

Author Mildred B. Vermont: "Being a full-time mother is one of the highest-salaried jobs in the world, since the payment is pure love."

Humorist John Peter Windsor: "Why is it that the mother who brings up her sons to be little gentlemen frequently brings up her daughters to belittle gentlemen?"

Author Alan Beck: "A bobby pin and gummed tape are mother's kit of tools, intuition is her college degree and a new hat is her Declaration of Independence."

Restaurateur Arthur Maisel: "A mother who arranges a match for her daughter usually intends to referee it."

## 5 GOOD REASONS

### WHY ELECTRIC

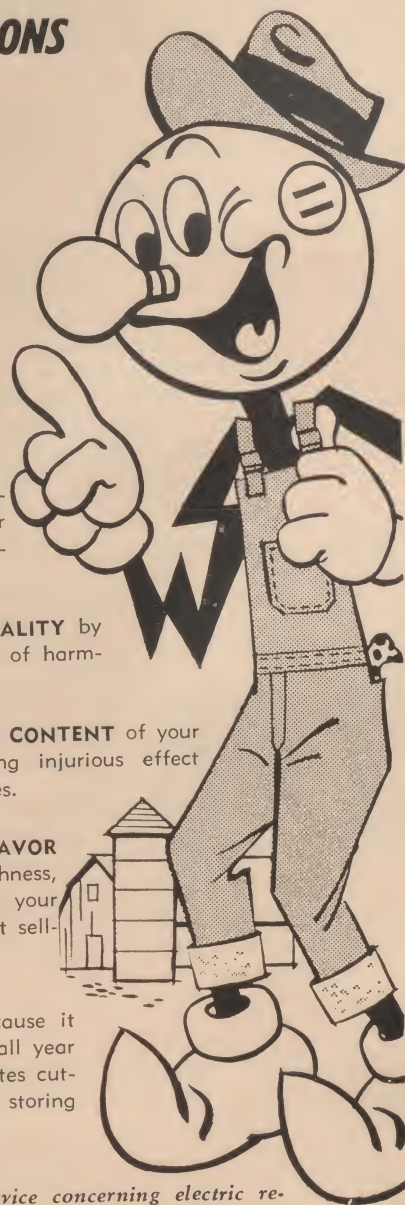
### REFRIGERATION

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### MEANS BIGGER

### PROFITS FOR YOU

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- 2. PRESERVES FOOD QUALITY** by hampering the growth of harmful bacteria.
- 3. PRESERVES VITAMIN CONTENT** of your produce by eliminating injurious effect of temperature changes.
- 4. PRESERVES FOOD FLAVOR** as well as the freshness, color and texture of your produce — all its best selling features.
- 5. IS ECONOMICAL** because it lets you sell produce all year round — and eliminates cutting, transporting and storing ice.



For free technical advice concerning electric refrigeration on your farm, contact your local Shawinigan office.

**THE SHAWINIGAN WATER AND POWER COMPANY**



RECIPE PAGE

# A Cook's Tour of the Netherlands

By M. EMPEY

**L**ONG before I arrived in the Netherlands I learned that the tiny country is less than 1/40th the size of Quebec but has a population of 11 million.

I flew in over the blue Atlantic to the green and lovely land, craning my neck to get my first glimpse of a windmill. Before I knew it we had touched down on the runway.

Arrangements had been made for me to stay with a Dutch family in Amsterdam and they were on hand to meet me at the airport. We whizzed off to the city, carefully dodging dozens of cyclists as we went.

Their home was delightful but the most interesting room was the kitchen. It was very typically Dutch I was told, long and narrow with white tile walls. A colorful terrazzo counter and sink ran along one side. A small shelf above this, decorated with a pretty flounce matching the curtains, was used to store the cooking utensils. At one end of the counter was a small two-burner gas stove. On the opposite wall was the spice and supply cabinet where sugar, flour, rice and such were stored. I was told that electric stoves and refrigerators were very rare and most perishable foods were stored in the cellar. Because storage space is so limited, meat is bought in small amounts and cooked immediately.

My hostess said the Dutch housewife does not do all her food preparation in the kitchen. Often in the winter she prepares the vegetables beside the stove in the living room, and in the summer she may sit on the back patio preparing the meals. "We often have our lunch and supper outdoors too," she said.

On the patio that afternoon we had a cookie and a cup of clear tea with one or two drops of milk in it, called 'a little cloud'.

We chatted for a while and it was dinner time before we knew it. This was my first of many delicious Dutch dinners. It usually consists of two courses, soup and a main course, or a main course and dessert. The soups are from meat stock and are nearly always served with meat balls in them. The Dutch eat great quantities of potatoes



A selection of delicious cheeses, including Holland's famous Gouda.

## MEAT BALLS FOR SOUP

(Especially good in pea soup)

- 1 cup ground meat (half veal - half pork)
- 1 egg
- Salt, pepper, nutmeg

Mix ingredients and roll into balls the size of marbles. Roll in flour and boil them with the soup for 15 minutes.

## YOGHURT WITH STRAWBERRIES

- Beat until stiff 1 egg white
- Beat in 2 cups yoghurt
- Add icing sugar to taste

Chill and serve in large dish garnished with fresh or frozen strawberries.

and are very fussy about the variety they choose and the way they are cooked. They cook them in just enough water so the potatoes are dry and floury by the time the water has evaporated. Other vegetables are cooked in very little water and the juices from the leafy vegetables, such as spinach and endive, are thickened and served with the vegetables. A favorite flavouring for most vegetables is a sprinkle of nutmeg. Applesauce and rhubarb are sometimes served as

## SPECULAASPOP

(St. Nicholas' Doll)

- 3 cups flour
- 1/3 cup butter
- 1/4 cup dark brown sugar
- Some milk to soften dough
- 1 tsp. cinnamon
- 1/2 tsp. nutmeg
- 1/4 tsp. powdered cloves
- 1/2 cup slivered blanched almonds

Knead all ingredients except almonds, into a soft ball. Roll out on a floured board to 1/4 inch thickness and stamp out shapes with various butterprints or cut out with a gingerbread man cookie cutter. Bake 25 minutes at 350°.

Speculaaspop can also be baked like brownies by patting the mixture down in a pan and then cutting it in squares when baked. Bake 30 - 35 minutes at 350°F.

vegetables.

The portion of meat served is very small. It is never roasted but is often fried in a heavy enameled iron pan. Roast beef, done in the frying pan, and steak, both of which are reserved for special occasions, are served very rare and very thinly sliced. They never thicken the gravy.

Milk desserts, such as blanc mange, are very popular. Yoghurt

(Continued on page 21)



## THE LADY ON THE STAMP

(Continued from page 15)

England to live and in 1915 started the movement in Wales, and from where it spread. Later Mrs. Watt tried to interest rural organizations in Belgium, Canada and the USA to federate with those in England and Wales. Nothing came of it, but she had interested Lady Aberdeen, who had become President of the International Council of Women in 1893 and who also saw the need of the country women. So at Geneva, at the ICW Executive meeting in 1927, they passed a resolution to enquire into the work of the rural organizations.

At this meeting the three remarkable women who were to found the ACWW were appointed to the Liaison Committee — Lady Aberdeen, outstanding in personality with a great capacity for work; Mrs. Watt, brilliant, and a dynamic speaker, and Miss Zimmern, quiet and unassuming, but with a tremendous efficiency.

It took a year for the committee to get the information they were after. In 1929 at an ICW meeting in London, representatives from rural women's organizations were invited and 23 countries sent delegates. At this meeting it was soon evident that the world over, rural women were facing the same problems and interests, and the idea of an international organization was born. To help raise funds the committee put out a booklet telling of the work of the various rural organizations.

Many members of the ICW were not in favour of joining with rural women, and some rural organizations were afraid of being submersed by ICW, so when after the Vienna Conference of 1930 the ICW moved its headquarters to Paris, the Liaison Committee was left to its own resources. Their financial resources were nil, but with determination, energy and vision, they were well supplied. A tiny, one-roomed office was set up for Miss Zimmern and a young helper. Mrs. Watt used her gift as an eloquent speaker to stir up interest and support.

In 1931 the League of Northern Housewives invited the Committee to a meeting in Stockholm. For the first time this was to be a meeting of rural organizations only. The Crown Princess of Sweden was present. All over the world women had been tirelessly working for the moment when a worldwide organization would come into

being. Lady Aberdeen opened the meeting and Mrs. Alfred Watt was unanimously chosen the first president. After some thought, she went to the blackboard and wrote Associated Country Women of the World, after which Countess Keyserlingk wrote it in German and the Swiss representative in French.

It was decided to hold Triennial Conferences. The next one was held in Washington, the third in London, then Holland (1946), Copenhagen, Toronto, Ceylon and in 1959 in Edinburgh.

Pennies for Friendship, was Mrs. Godfrey Drages' idea whereby each member gives a penny a year. These Pennies supply most of the income for the work of ACWW.

It is a history of terrific struggle to keep going, especially during the war years, but the determination and vision that, starting with an idea, persisted and grew with almost no funds or outside assistance, into the organization of today with its 140 Constituent and 47 Corresponding Societies, and more than 6 million members from over 30 countries. It is still growing and expanding.

The booklet "ACWW 1929-1959," by Mariann Meier closes with these words: "Mrs. Watt has handed down to us some of her own faith in the ability of women to build a better world. May we all be worthy of that faith."

## 1960 IS A PROBLEM YEAR FOR WHITE GRUBS IN LAWNS

**W**HITE grubs are the larvae of June beetles which live in the soil and feed on the roots of plants. They are particularly fond of lawn grasses and can ruin a lawn in a very short time. In most parts of Ontario white grubs are in a three-year cycle and this year are in the larval or grub stage, which is by far the most destructive. This may also affect Quebec.

These white grubs are now in the soil in areas where the June beetles laid eggs last summer, in lawns, turf, grassy places and weedy areas. As soon as the soil warms up, the grubs will come up to within a few inches of the surface and begin to eat the roots of growing plants. If nothing is done to stop them, they will quickly devour all the root system of many plants and cause large dead spots in the lawn. Home owners who re-

member similar damage to lawns in 1957 will be anxious to treat their lawns this year against white grubs.

First step in the treatment, according to horticulture specialists with the Ontario Department of Agriculture, is to measure the lawn and then purchase sufficient insecticide, such as aldrin, chlordane, dieldrin or heptachlor, to treat the whole area. Apply as directed on the container, probably so much material to every thousand square feet of lawn. Mark off an area of the proper size, measure the necessary amount of insecticide and then divide it in two parts. For even distribution and coverage, apply one part north and south and the other half east and west. As soon as the material is applied, it should be washed into the turf with the sprinkler or hose, as it is of no value lying on the surface.

When treated this way, white grubs in a lawn will be killed and the turf will not be injured. A lawn requires treatment for white grubs once in every three years.

## DON'T STOP FEEDING MINERALS IN SPRING

**H**ERE's an idea you might want to test if you stop feeding minerals every spring. Agricultural representatives tell of one farmer, who kept a record of how the butterfat content fluctuated with mineral and no-mineral feeding.

His cows dropped in the butterfat content of their milk when he stopped feeding mineral last June. Then, when he started to feed minerals again in September the milk test went up, say ag. reps.

The figures: January, February, and March tested 3.6%; April and May—3.5%; June, July and August (NO MINERAL FED)—3.4%; September—3.9%; October—3.6%; November—4.2%; and December tested 3.5%.

**ADVERTISE  
IN THE  
MACDONALD JOURNAL**



## A COOKS' TOUR OF THE NETHERLANDS

(Continued from page 19)

with fruit or just sugar is one of the commonest desserts. An unusual dessert, for me, was oatmeal porridge or cream of wheat made with milk and served cold with a cold fruit sauce.

I was awakened the next morning by my hostess bringing me a cup of tea and a Dutch rusk with butter and brown sugar on it.

My next eating thrill came at breakfast. The breakfast was very different and good. It consisted of open-face sandwiches! We each prepared our own sandwiches of cheese, peanut butter or fresh fruit such as raspberries and strawberries. Other things that could be put on the bread were jam, marmalade, brown sugar, chocolate shot, tiny round candies and other sweets. Not knowing quite what to do I spread marmalade on the bread and sprinkled chocolate shot over it. My hostess was amazed. Apparently you have one or the other. But although it was unorthodox, it tasted quite good.

That morning we went out shopping and for nearly every item on our list we went to a different shop. In the dairy shop one could buy milk, butter, eggs, yoghurt,

buttermilk, famous Dutch cheeses and various milk puddings. To buy meat we went to the butcher. If we had wanted horsemeat, which is quite popular, we would have gone to another butcher. All the meat is sold without bones.

Fish shops, fruit and vegetables stores sell their respective products and bakeshops do a very good business because so few people have their own ovens.

Many shops deliver their goods in a *bakfiets* which is a bicycle with a large box on two wheels in place of the front wheel on an ordinary bicycle.

Every morning about 11 o'clock, there was a coffee break. *Cafe au lait*, made from strong hot coffee mixed half and half with boiled milk was served with a rich cookie or piece of Dutch honey cake spread with butter.

My visit seemed to fly by and soon the time came when I had to leave my new friends and their lovely country. But before I left I asked my hostess if she would give me the recipes of some of the Dutch foods I had enjoyed so much and she graciously parted with a few of her cooking secrets, which I am delighted to share with you.

(Recipes on page 19)

## SUCCESSFUL VEGETABLE GARDEN REQUIRES SOME INSECTICIDES

A GOOD kitchen garden is a real asset to any homemaker. Unfortunately, however, even a well-grown garden very often is a disappointment because of insect pests, and it is almost impossible to grow a successful vegetable garden without the use of insecticides.

Garden vegetables can be divided generally into these four groups.

Those which can be grown successfully without the use of any special material to control insects. Beets and lettuce fall into this category most years.

Vegetables which can be seriously damaged by insects and yet no control is usually given in the home garden because it would be very difficult. Carrots are in this group.

The third group includes those on which applying an insecticide is a must. Cabbage and cauliflower.

A fourth group might include peas, tomatoes and potatoes, to which an insecticide may be applied after the insects appear and control will be effected.

Materials which pretty well answer the home gardener's problems include derris or rotenone, DDT, methoxychlor, nicotine, malathion, aldrin, chlordane and dieldrin.

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THROUGH YOUR AGRONOME,  
OR OTHER AGENCY AND ENJOY THE DAY.



# Do We Need Two Farm Policies?

(Continued from page 2)

perhaps not of the greatest importance. Present estimates show that about 70 per cent of commercial production in agriculture comes from about 15 per cent of our farms. Perhaps even this crude estimate is a satisfactory guide. However, another way to look at it is to examine the capitalization of farm units in these two categories. While statistical information on the subject is not adequate it may be true that the capitalization on the commercial farms referred to above exceeds some figure in the \$15,000 to \$20,000 range. Capitalization is an increasingly important measure of size of farm since it has now become ob-

vious that for an able farm operator to make a fully effective use of family labour and management a capitalization of \$30,000 or more is required. It may not be necessary to establish special farm credit arrangements to insure large amounts of capital to owners of high ability (and the necessary equity), but it should be recognized that the future of an efficient farm industry to a very considerably extent lies in the hands of these operators. Every encouragement should be given to the development of this part of the industry.

## THE CONTROL OF WEEDS IN BEAN PLANTATIONS

**T**HE chemical control of weeds in plantations of beans by means of sprays containing amine salts of DNBP (also known as Premerge or Sinox PE) has become a very widespread practice. Mr. Alexandre Dion of the Quebec Department of Agriculture gives the following directions for their use. The information is taken from the handbook, "*Manuel d'Emploi des Herbicides*."

A rate of application of 3 to 5 quarts of the herbicide per acre in 35 or more gallons of water is recommended. The higher of these two rates is used in the case of early sowings; the weaker being sufficient for later applications because the treatment is more effective when the soil is warmer. If the treatment is to be confined to the seed-rows only, (leaving out the intervening spaces) the amount of spray material to be applied per acre of crop must be reduced so as to correspond to the area of soil actually treated.

The herbicide is applied after the seed has been sown but before the seedlings have pierced the soil. During a period of 4 or 5 weeks, a treatment of this kind will destroy a large number of germinating weed seeds providing that it is applied when the soil is moist.

Growers who treat the rows only and then harvest the crop with a mechanical harvester must carry out their weeding or cultivations between the rows in such a way that these operations do not bank or clog up the rows. This precaution is necessary because the mechanical harvester requires level land in order to operate efficiently.

## NEED MORE STABLING? HERE IS ONE ANSWER

**N**EEED more stable room? Ontario Department of Agriculture extension engineer Ross Milne is running into dairymen with the problem all the time. Each problem is different but some of the ideas, says Milne, can be adapted to almost any farm.

Take Carman Piercy at Bolton, Ontario. He wanted more cows but his yearlings and heifers were taking up needed stable space. To add more stalls meant building onto the end of his present barn; and cost was a drawback. He estimated he would have to lay out between \$400 and \$450 to cover the price of foundation, barn, cement work and stanchions — per stall. A lot of money.

Piercy reasoned: why not put up a cheaper building for his dry cows and heifers, then turn the milkers into the freed stables.

Piercy talked it over with Milne and his local contractor; they liked the idea, and he went ahead. He had a 75 x 45 foot pole barn built for about \$3000; he's going to follow this up with a \$500 to \$600 paved yard.

Says Milne: "That was a good move; he saved himself some money. Carman and I worked it out—the barn will hold 50 dry cows and heifers at a cost of \$70 a head. He's saved over \$300 a head."

"Carman's barn is versatile too," he adds. "It has straw storage across the back (15 x 75 x 16 feet high) where the poles are. The rest of the barn is of clear span construction, which means it can be easily cleaned out because there are no posts to interfere. The first bent out from the old barn is fenced off for a feeding area and the hay is fed right from the mow of

the old barn into a manger. This area is cemented."

Milne admits that loafing barns are still controversial among purebred breeders. "But even the more-hard-to-convince breeders now admit that they're getting growthier heifers when they run loose. They make better cows too."

Two other points deserve mention.

If you build an addition don't stint on size. Inglewood dairyman Herb Watson uses extra bents to run 100 pigs and machinery. If he expands his herd he can always move out the machinery or stop feeding pigs.

It costs nearly 20¢ a pound to grain-feed beef cattle, yet feed makes up only 60% of the cost of raising beef, says Milne. Pole buildings are one of the cheapest ways to keep building and labour costs down.

## TIMELY TIPS

**K**EEP cows away from new pastures for 2 hours before milking. Early pastures have a lot of weeds, many of which are taller than the grasses and legumes. Result: the cows feed on too many weeds and the milk gets objectionable flavours. Pastures aren't safe for full time grazing until the grasses and legumes are at least 6 inches high.

If you don't have a barnyard hayrack, now's a good time to build one. Hay fed free access from a rack will cut down the chances of bloat and may reduce grass flavours when the cattle go on spring pasture. Cattle on pasture need fibre for the right nutrient balance.



**SUCCESSFUL REPLACEMENT FEEDING***(Continued from page 5)*

gains are to be equated worked out to be 11 percent of the price of veal for Holstein and 12 percent of the price for Ayrshires. Therefore if Ayrshire veal is selling for \$24.00/100 lbs. liveweight the maximum value of whole milk to be used in \$2.88/100 lbs. or \$3.60/-100 lbs. if veal sells for \$30./100

lbs. Equivalent prices for Holsteins are \$2.64/100 lbs. and \$3.30/100 lbs. for \$24.00 and \$30.00/100 lbs. veal respectively.

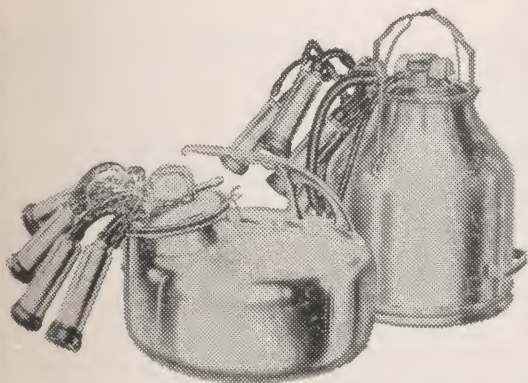
For replacement heifers where liveweight gain rather than condition is the criterion, the advantage of using milk replacer is even greater. Whole milk fed heifer calves of the Ayrshire breed gained 35 percent more than replacer fed calves while whole milk fed Holstein heifers gained 50

percent more than their replacer fed counterparts. The comparative value of whole milk thus becomes \$2.16 as feed for Ayrshire and \$2.40 as feed for Holstein heifer replacements.

In summary, the milk replacer studied was completely satisfactory and more profitable than milk for raising replacement dairy heifers and is a profitable replacement for whole milk for veal calves under most market conditions.

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